

THE CONTROL ROOM

Where people who sell to schools decide their next move.





What's this?

You've probably been sent this by someone on your team.

Why?

Because The Control Room by Bee Digital is something they want you to bring to your attention.

Yeah, but I'm busy.

It's a really good thing, promise!

This new service will give your team **exclusive access to school sector marketing experts**, which will help focus your marketing strategy, improve outcomes, and reduce wasted spending.

Shall we?



THE CONTROL ROOM

What is it?

It's a membership service that gives your team **ongoing access to experienced marketing strategists** who specialise in the education sector.

Who runs it?

Bee Digital, an award winning marketing agency that works **exclusively with companies selling to schools.**





It gave us the space to pause, reflect, and see our work with fresh eyes. It's been incredibly valuable, with just the right balance of challenge and energy.

Karen, CEO

Stop guessing. Start **knowing.**

The Control Room is a monthly membership that gives education companies direct access to specialist marketing advice and 1-2-1 consultancy.

Instead of wasting time and capacity each time a question arises, your team will start to make confident decisions about positioning, campaigns, and marketing investment.

Marketing to schools is unusually complex.

Teachers have limited time, school leaders are cautious buyers, and many education companies struggle to turn awareness into adoption.

Teams often know something is not working but do not always have the time or sector experience to diagnose the issue quickly.

The Control Room provides time with specialists who deal with these challenges every day.

Typical questions members might discuss with the Agency strategists

- Are we targeting the right people inside schools?
- Why are leads not converting into demos or trials?
- Is our website positioning strong enough?
- Which marketing channels actually work with teachers?
- Are we spending our marketing budget in the right places?

Hard truths

The Bee Digital team has worked with hundreds of education companies for almost 20 years. There are common questions that come up over and over. The Control Room service will help your team get answers faster.

01

“Are we spending money on marketing that doesn’t actually move the business forward?”

The Control Room helps leadership teams and marketers sense-check campaigns and strategy before budget is committed, reducing wasted spend.

02

“Do we really understand how schools decide to buy?”

The Control Room shares patterns from real campaigns across the education sector, helping companies align their marketing with how schools actually evaluate products.

03

“Are we missing something obvious about our positioning or messaging?”

The Control Room helps teams sharpen positioning and messaging by analysing what is actually resonating with educators right now.

04

“Who challenges our marketing strategy?”

The Control Room provides an external strategic perspective so important marketing decisions can be tested before time and budget are invested.

Why do companies join The **Control Room**?



1 Independent advice

Members can bring marketing questions, ideas, or challenges to the Control Room and receive practical feedback from senior strategists who specialise in the education market.



2 Build marketing muscle

Your team will get exclusive access to proven marketing tactics, frameworks, and strategies that convert.

3 Reduce risk

Instead of learning through expensive mistakes, your staff can sense-check decisions with experienced sector marketers *before* making marketing investments.





**Brilliant session! I
can totally see why
my previous emails
haven't had any
results, I'm excited to
do this!**

Ben, Founder

You're buying the years, not the hours



CEO

Bryan Plumb

Founder of Bee Digital, bringing 18+ years of global edtech marketing experience.

Key Expertise

Campaign creative



ACCOUNTS
DIRECTOR

Vic Holloway

Designed successful campaigns for some of the UK's largest, most trusted education brands.

Key Expertise

Paid acquisition



STRATEGY
DIRECTOR

Chris Bradford

25+ years experience building and promoting products into the global schools market.

Key Expertise

Market positioning



HEAD OF
CONTENT

Ant Smith

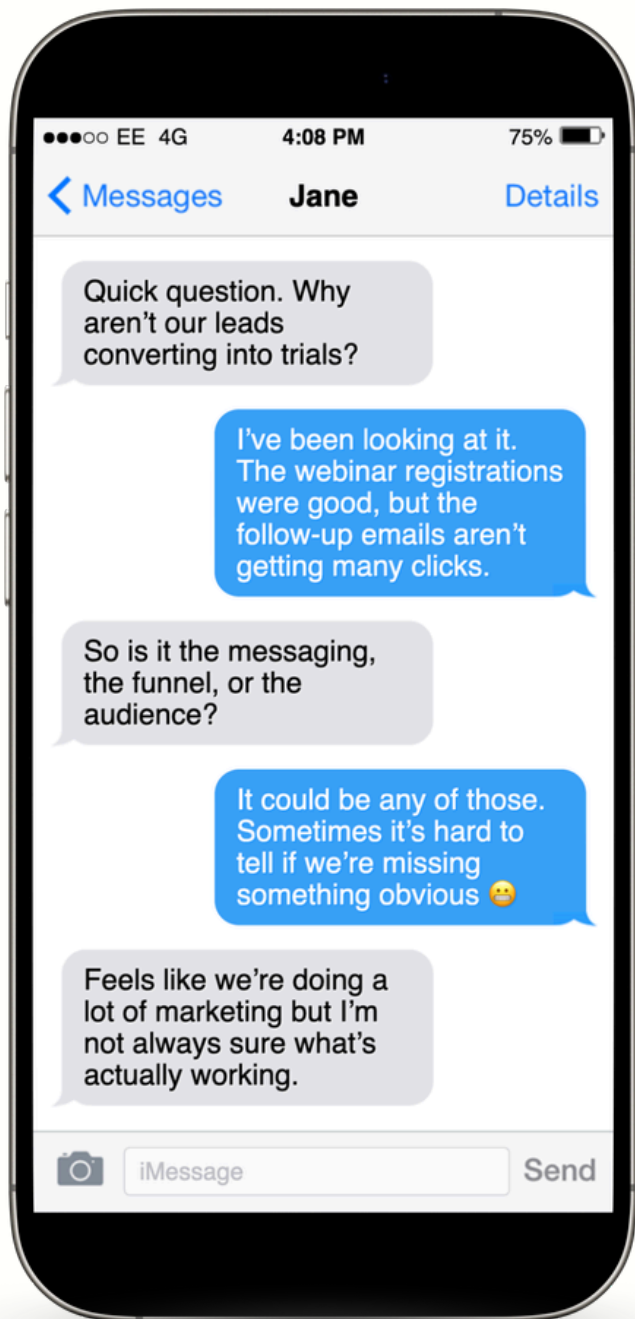
15+ years creating attention winning content for edtech and education brands.

Key Expertise

Video creation

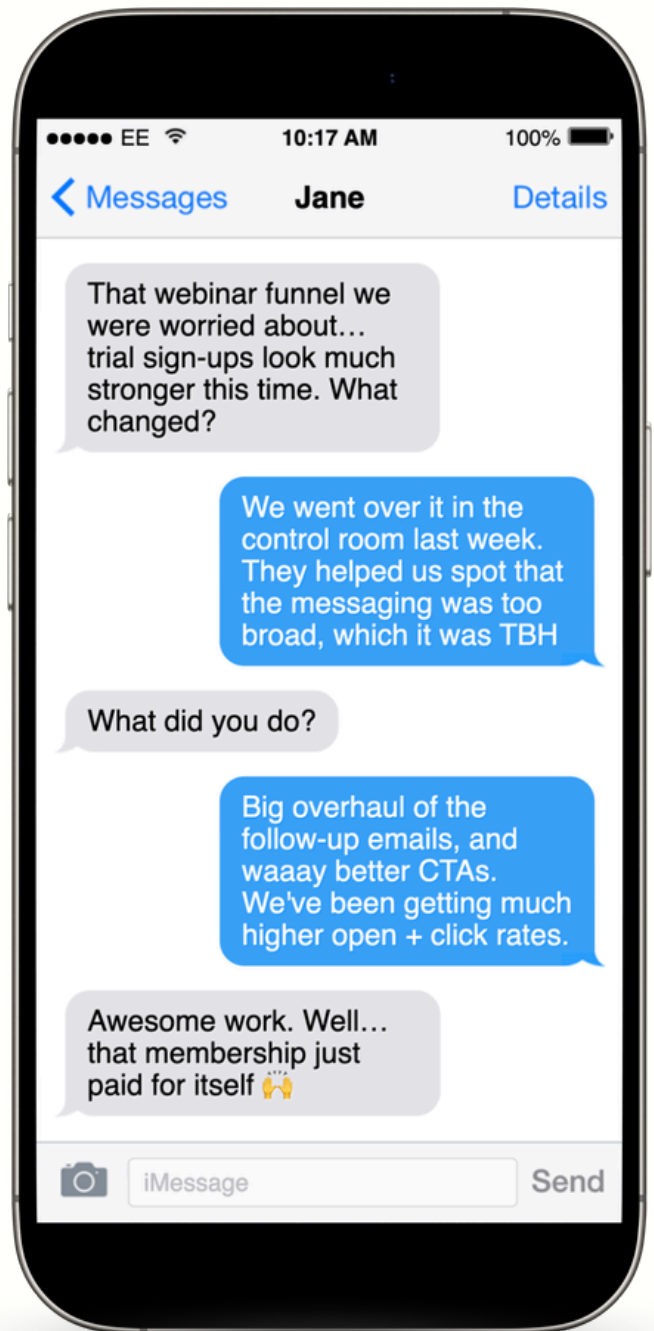
BEFORE

THE CONTROL ROOM



AFTER

THE CONTROL ROOM






Rockerbox

"I would 100% recommend Bee Digital. I couldn't, honestly, recommend the agency more."

Emma Clifton Halder | Co-Founder



 **The EverLearner**

"I would without hesitation recommend Bee Digital."

James Simms | CEO



 **Pickatale**

"They're such wonderful people. When working with them you get a sense of friendship and partnership."

Channell Fusco | Sales Director



 **EVIDENCE FOR LEARNING**

"Having worked with other agencies, the journey with Bee Digital has been refreshingly better and more enjoyable."

Alan Wood | Director, Co-Founder



 **MAMA .codes**

"We'd highly recommend this fantastic agency."

Liane Katz | Co-founder & CEO



 **Widgit**

"We couldn't have done it without the efforts from the Bee Digital team."

Jonathan Sullivan | Chief Growth Officer

Access expert advice

The Control Room is a subscription membership.

1. Access to the monthly Control Room group session
2. Private monthly 1:1 office hours with the Bee Digital leadership team
3. Ongoing access to recordings and shared resources
4. Access for all your staff in one simple monthly fee

Monthly membership: £495 inc. VAT per month

Cancel anytime. Terms and Conditions apply.

What now?



Not sure? Let's chat.

Email bryan@beedigital.marketing to book a quick chat about what you're looking for.



Ready to get involved?

Securely subscribe

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